



ISBI

**Wadhvani Centre for
Entrepreneurship Development**

Practitioner's Workshop for Enterprise Creation and Growth

Entrepreneurs are faced with many hurdles during the ideation, conceptualising and growth stages and don't always have the resources needed to help them make the right decisions. The objective of the Practitioner's Workshop is to cover important practical concepts of entrepreneurship development, on starting and growing a business "the right way". The workshop will focus on Marketing and also cover Entrepreneurship, Management, Finance, Team, Intellectual Property Rights, Going Digital and Legalities of Enterprise Creation. This will help entrepreneurs develop an effective "go to market" strategy that is optimized for their individual company and market.

Workshop will be conducted by ISB Faculty and Industry Leaders

Concepts to be Covered:

- Key Marketing concepts and their application in new ventures (including case study)
- How to build a successful team and how to fund it
- Legal challenges of a founding business & IP
- How to use digital media to market and sales

Date & Venue

March 10, 2012

Indian School of Business

Registration

Registration Fee: INR 3500.

Registrations will be starting from February 6, 2012.

For more details, please visit www.isb.edu/wced

